

## Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W  
----- 056808

R 091605Z APR 75  
FM AMEMBASSY MADRID  
TO SECSTATE WASHDC 1516  
INFO AMCON BARCELONA  
AMCONSUL BILBAO

UNCLAS MADRID 2406

E.O. 11652: N/A  
TAGS: BBSR, SP  
SUBJ: GMR: ELECTRIC ENERGY SYSTEMS

REF: STATE A-816

1. AS INSTRUCTED REF AIRGRAM EMBASSY DISTRIBUTED SPECIFICATIONS FOR SUBJECT STUDY TO LOCAL CONSULTANTS. THREE SUBMITTED BIDS FOR SPAIN ALONE WHICH WERE AIRMAILED TO COMMERCE APRIL 8.

2. SPANISH ADVISORY SERVICE HAS DONE FOLLOWING FMR STUDIES ON SPANISH MARKET FOR COMMERCE: METALWORKING AND FINISHING EQUIPMENT, FOOD PROCESSING AND PACKAGING EQUIPMENT, AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT, AND LABORATORY INSTRUMENTS. IT IS CURRENTLY WORKING ON GMR: BUSINESS EQUIPMENT AND SYSTEMS FOR COMMERCE. FEE FOR SUBJECT STUDY IS 291,000 PESETAS (\$5195). MINIMUM OF 40 PERSONAL INTERVIEWS DIVIDED AS FOLLOWS: 9 SALES REPRESENTATIVES, 14 UTILITIES AND OTHER END-USERS, 5 MANUFACTURERS, 2 TRADE ASSOCIATIONS, 3 GOVERNMENT OFFICIALS AND 7 ENGINEERING FIRMS, SUPPLEMENTED BY MINIMUM 50 MAILED QUESTIONNAIRES WITH CHECK LISTS.

3. ARVAY HAS DONE SOME 12 STUDIES OF MARKETS FOR SPECIFIC PIECES OF ELECTRICAL GENERATING AND TRANSMISSION EQUIPMENT FOR PRIVATE BUSINESSES. FEE FOR SUBJECT STUDY IS 280,000 PESETAS (\$5000). MINIMUM 5 "DEPTH INTERVIEWS" AND 30 PERSONAL INTERVIEWS WITH COMPOSITION TO BE DETERMINED BASED ON "PILOT SURVEYS."

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4. METRA/SEIS HAS DONE STUDIES ON SPANISH DEMAND FOR ELECTRIC

ENERGY SYSTEMS AND PROBLEMS OF ENERGY SECTOR FOR PRIVATE CONCERNS. FEE FOR STUDY IS 289,615 PESETAS (5172). MINIMUM OF 40 PERSONAL INTERVIEWS DISTRIBUTED AS FOLLOWS: 5 SALES REPRESENTATIVES, 20 UTILITIES AND OTHER END-USERS, 5 MANUFACTURERS, 2 TRADE ASSOCIATIONS, 5 GOVERNMENT OFFICIALS, AND 3 ENGINEERING FIRMS.

5. ALL THREE BIDDERS ARE GOOD MARKET RESEARCH ORGANIZATIONS AND THE BIDS ARE SOUND WITH SLIGHT VARIATION BETWEEN THEM.

6. EMBASSY RECOMMENDS THAT CONTRACT BE AWARDED TO SPANISH ADVISORY SERVICE ON BASIS THAT EXPERIENCE WITH THIS FIRM OVER THE LAST YEAR AND A HALF HAS BEEN CONSISTENT PRODUCTION OF HIGH QUALITY GMR RESEARCH. IN ADDITION, MARKET RESEARCH OFFICER AT POST HAS ALSO DEVELOPED CLOSE WORKING RELATIONSHIP WITH FIRM THROUGH SUPERVISION OF FIVE GMR STUDIES THEY HAVE DONE TO DATE AND IS THUS BETTER ABLE TO ASSURE GOOD RESULTS FROM THIS FIRM. HOWEVER, IN ORDER TO MAINTAIN A COMPETITIVE ENVIRONMENT. COMMERCE MAY WISH TO CONSIDER AWARDED CONTRACT TO ONE OF THE OTHER BIDDERS.  
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